

Message Text

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PAGE 01 BONN 00601 141046Z

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ACTION EUR-25

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TO USDOC WASHDC

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USMISSION BERLIN

AMCONSUL BREMEN

AMCONSUL DUESSELDORF

AMCONSUL FRANKFURT

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

UNCLAS BONN 0601

FOR BIC/OIM - CLARK/TRAFTON

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJ: POST-ORGANIZED PARTICIPATION IN TRADE FAIRS:
PHOTOKINA 74

REF: DUESSELDORF 0014

1. SUMMARY: IN ENDORSING DUESSELDORF'S INITIATIVE IN PRO-
POSING A POST-ORGANIZED US FIRM PARTICIPATION IN PHOTOKINA,
THE EMBASSY URGES COMMERCE TO PROVIDE WHATEVER ASSISTANCE AND
FUNDS MAY BE AVAILABLE TO SUPPORT THIS EFFORT. SINCE WE EXPECT
THAT THERE WILL BE A SEPARATE SECTION OF PHOTOKINA DEALING WITH
AUDIO-VISUAL EQUIPMENT, WE BELIEVE THAT OUR RECRUITMENT EFFORTS
SHOULD BE DIRECTED TO US FIRMS IN THAT FIELD. AVAILABLE
MARKET RESEARCH AND A RECENT FRANKFURT TRADE CENTER SHOW HAVE
INDICATED A STRONG MARKET IN GERMANY FOR AMERICAN EQUIPMENT OF
THIS TYPE. END SUMMARY.

2. WE WISH TO ENDORSE FULLY DUESSELDORF'S INITIATIVE IN
PROPOSING A LOCALLY ORGANIZED US PARTICIPATION IN PHOTOKINA
UNCLASSIFIED

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PAGE 02 BONN 00601 141046Z

IN OCTOBER 1974 FOR THE REASONS OUTLINED IN THE REFTTEL. IT

IS ESPECIALLY IMPORTANT, IN OUR VIEW, THAT COMMERCE QUICKLY CONSIDER WHAT SUPPORT, IF ANY, IT IS PREPARED TO PROVIDE, ESPECIALLY WITH REGARD TO THE RECRUITMENT OF NEW-TO-MARKET FIRMS. WE RECOGNIZE THE SHORTAGE OF AVAILABLE COMMERCE PERSONNEL TO UNDERTAKE ACTIVE RECRUITMENT, BUT CONSIDERATION SHOULD BE GIVEN TO PROVIDING LIMITED ASSISTANCE TO THE COLOGNE FAIR AUTHORITY'S REPRESENTATIVES IN THE US IN ESTABLISHING CONTACT WITH POTENTIAL EXHIBITORS.

3. IN THIS CONNECTION, WE UNDERSTAND THAT IN 1974, PHOTOKINA WILL FEATURE FOR THE FIRST TIME A SEPARATE SECTION DEVOTED TO AUDIO-VISUAL EQUIPMENT. AVAILABLE MARKET RESEARCH AND THE RESULTS OF THE AUDIO-VISUAL SHOW AT THE US TRADE CENTER IN FRANKFURT LAST OCTOBER INDICATE A GROWING AND IMPORTANT MARKET IN GERMANY FOR AMERICAN PRODUCTS OF THIS TYPE. WE THEREFORE PROPOSE THAT FIRMS OFFERING AUDIO-VISUAL EQUIPMENT BE THE FOCAL POINT OF OUR RECRUITMENT EFFORTS.

4. SINCE COMMERCE RECRUITED FIRMS FOR THE TRADE CENTER SHOW, PERHAPS THIS INFORMATION COULD BE MADE AVAILABLE TO FAIR AUTHORITY REPRESENTATIVES IN THE US. FIELD OFFICES MIGHT ALSO BE REQUESTED TO PROVIDE ASSISTANCE IN IDENTIFYING POSSIBLE SHOW PARTICIPANTS AND TO USE THEIR PRESTIGE TO ARRANGE APPOINTMENTS FOR FAIR AUTHORITY REPRESENTATIVES.

5. IN ADDITION, WE WISH TO SUPPORT DUESSELDORF'S SUGGESTION TO HOLD A CATALOG SHOW IN CONJUNCTION WITH THE PROPOSED US EXHIBIT, AGAIN WITH THE FOCUS ON AUDIO-VISUAL EQUIPMENT. LIMITED FUNDS TO DEFRAY SOME OF THE INCIDENTAL EXPENSES IN PROMOTING THE AMERICAN PRESENCE AT THIS SHOW WOULD ALSO CERTAINLY BE HELPFUL.

6. REPRESENTATIVES FROM THE EMBASSY AND DUESSELDORF HAVE DISCUSSED THE POSSIBILITY OF A LOCALLY ORGANIZED PARTICIPATION IN PHOTOKINA WITH THE FAIR AUTHORITIES, AND HAVE RECEIVED A GOOD DEAL OF ENCOURAGEMENT. WE WERE INFORMED THAT SPACE WOULD BE MADE AVAILABLE FOR A US PAVILION EVEN THOUGH THE DEADLINE FOR APPLICATIONS HAS PASSED. THE SERVICES OF THE FAIR AUTHORITY'S REPRESENTATIVES IN THE US WOULD ALSO BE AVAILABLE TO RECRUIT FIRMS FOR THE

UNCLASSIFIED

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PAGE 03 BONN 00601 141046Z

US PAVILION. (THE COLOGNE FAIR AUTHORITY'S REPRESENTATIVES IN THE US ARE: GERMAN AMERICAN CHAMBER OF COMMERCE, NEW YORK, N.Y., AND NATHAN D GOLDEN, 1134 MUNSEY BLDG., 1329 - E. STREET, N.W., WASHINGTON, D.C. 20004).

7. ACTION REQUESTED: COMMERCE IS ASKED INDICATE AS SOON AS POSSIBLE THE EXTENT TO WHICH IT IS WILLING TO ASSIST IN THE RECRUITMENT AND PROMOTION ASPECTS OF THIS SHOW AND WHETHER

IT WILL GIVE FAVORABLE CONSIDERATION TO A CATALOG SHOW IN
CONNECTION WITH THE AUDIO-VISUAL SECTION OF PHOTOKINA.
HILLENBRAND

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